



Eugene Airport Media Guide



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The goal of public relations staff at the Eugene Airport is to provide all local, state and regional media with accurate and timely information. This media guide was designed with that goal in mind and should serve as a roadmap for obtaining clear, consistent information and procedures from the public relations staff at the Eugene Airport.

This guide will aid the media in finding the appropriate contacts for various informational needs, and demonstrates our promise to be open and available in all of our media communications.

General Airport Information

The Eugene Airport (EUG) is the second busiest airport in the state of Oregon and the fifth-largest airport in the Pacific Northwest. Owned and operated by the City of Eugene, it is classified by the Federal Aviation Administration as a small-hub airport in the nation airport system. The airfield at EUG is known to the flying community as Mahlon Sweet Field, in honor of Mahlon Sweet (1886-1947). Sweet, an automobile dealer and aviation enthusiast is recognized as the founder of the Eugene Air Park built in 1919 near what is now 18th and Chambers. The Eugene Airport was sited in the current location in 1943.

Airlines serving EUG include Allegiant Air, Delta Air Lines, Alaska Airlines and United Airlines, with nonstop flights to Denver, Honolulu, Las Vegas, Los Angeles, Oakland, Palm Springs, Phoenix-Mesa, Portland, San Francisco, Salt Lake City and Seattle.

The Eugene Airport is located at the southern end of western Oregon's Willamette Valley along the I-5 corridor, seven miles northwest of Eugene, and serves an area encompassing 92 zip codes with a population of 721,441.

In 2012, the Eugene Airport:

- ♦ Served more than 415,000 passengers
- ♦ Facilitated the transportation of 1.4 million pounds of cargo
- ♦ Supported more than 58,000 total aircraft operations

The Eugene Airport has an air cargo building supporting the operations of several air cargo companies. Atlantic Aviation operates as a full-service fixed base operator at the Eugene Airport. Lawrence Air Service provides limited FBO service. The Eugene Flight Center provides flying lessons and aircraft maintenance. Also located on the EUG airfield are the Lane Community College Flight Academy, the Oregon Air and Space Museum, and the headquarters of the Oregon Civil Air Patrol.

Low-Visibility Operations

The Eugene Airport features a Category II/III Instrument Landing System (ILS CAT II/III.) This system, owned and operated by the FAA, supports precision landing operations during low-visibility (from 1200 to 700 feet forward visibility.) The equipment on the airfield is used in conjunction with the appropriate equipment on an aircraft, and a pilot trained to use it. With these three pieces in place aircraft can land at EUG in foggy conditions.

Media Access

The Eugene Airport terminal is a public building and members of the media are allowed in all public areas without an escort. As a courtesy, please call ahead to coordinate a visit to EUG when covering a story. This will allow for airport operations staff, law enforcement personnel, and Transportation Security Administration supervisors to be made aware of the presence of reporters and camera crews. Media escorts into the secured areas are possible when deemed appropriate and arrangements are made ahead of time. We make every effort to be flexible in accommodating the media at the airport. Safety is always our main concern, so we ask for the media's understanding and cooperation of our rules and operational concerns.

TSA officials have specifically requested that no pictures or video be taken of security screens in the terminal lobby. In addition, they request that no pictures or video be taken of secondary screening procedures. Compliance with this request has a direct impact on safety and security at EUG.

The media is allowed in all public areas of the terminal (parking areas, terminal lobbies, etc.) with the exception of leased space (restaurants, rental car counters, gift shops, etc.), secured areas (past security checkpoints), or anywhere that could block or interfere with airport operations such as entrances and exits.

Media access to leased areas should be coordinated with the lessee. In the event that a tenant requests media coverage, we ask that the tenant and/or media notify EUG administration prior to reporting, as a general courtesy. All media personnel must identify themselves to anyone they interview.

Media *must* be escorted at all times anywhere in the secure area and on the airfield.

Inquiries and Interview Requests

Inquiries and interview requests should be directed to our Public Relations department. Please contact Cathryn Stephens, deputy airport director of airport services, at 541-682-5430 or cat@flyEUG.com.

Media Parking

No parking is allowed alongside terminal curbs. Vehicles parked there are subject to being ticketed or towed. Members of the media are welcome to park in the administration building parking lot, located just north of the terminal building on Lockheed Drive, or in the short-term parking lot.

Working media may obtain a media parking pass for use in short-term parking. Live truck parking is allowed at the northern most space on the terminal access road. Other locations may also be approved. Live truck parking, other than at the administration or short-term lot, must be approved by airport officials.

News Releases

News releases will be distributed via email unless another form of communication is requested. To be added to the news release email list contact Cathryn Stephens at 541-682-5430 or cat@flyEUG.com.

Emergency Procedures

In the event of an emergency, such as an aircraft accident, the National Transportation Safety Board and the airline will release information only after an investigation is conducted. Speculation about accident details prior to the investigation and the release of that information is inappropriate.

Information regarding the communications between the air traffic control tower and aircraft pilots is released by the Federal Aviation Administration (FAA), not the Airport.

The passenger manifest is released by the airline, and any deaths resulting from a plane crash are announced by a coroner or designated law enforcement official, not the Airport.

The Airport Administration responds to an emergency first by quickly sending airport safety personnel to the scene, coordinating with local law enforcement, fire and rescue teams, communicating with the airline's emergency response team, setting up a media staging area and issuing informational updates.

News Releases – During Emergency

News releases and or other informational materials will be used to release information in the event of an emergency or incident. Possible topics include:

- The nature of the emergency, hazard or incident at the Eugene Airport

- The estimated time, location, or expected time and location, of an incident or hazard
- The risks posed to specific groups of people, based on the type of hazard
- Steps taken by the Eugene Airport and City of Eugene in response to the hazard or incident
- Evacuation instructions
- Other do's and don'ts relevant to the emergency

In order to avoid the distortion or spread of rumors, Airport representatives will only confirm **known** facts about an aircraft emergency or incident, such as:

- The general nature of the problem, as reported by the pilot of the aircraft (e.g. mechanical issues)
- Type of aircraft and number of seats
- Aircraft owner (or N number)
- Status of the aircraft (such as being towed to a gate)
- Flight number
- Origin and destination

Eugene Airport Contacts

Cathryn Stephens, A.A.E.

cat@flyEUG.com

Deputy Airport Director, Airport Services

541-682-5430

Tim Doll, A.A.E.

Airport Director

541-682-5430

Airline Contacts

Allegiant Air– Brian Davis

brian.davis@allegiantair.com

Director of Communications

702-851-7316

Alaska Airlines – Bobbie Egan

bobby.egan@alaskaair.com

Media Relations Manager

206-392-5101

Delta Air Lines – Morgan Durrant

morgan.durrant@delta.com

General Manager Corporate Communications

404-715-2554

United – Megan McCarthy
megan.mccarthy@united.com
Media Relations

312-997-8632

U.S. Government Agencies

Department of Transportation 202-366-1111

Director of Public Affairs
202-366-4570

Federal Aviation Administration Regional Public Affairs Office, Seattle 425-227-1389 (24 hr) 425-227-2004

Public Affairs Office, Washington D.C.
202-267-3883
202-267-3333 (24 hr)

National Transportation Safety Board Public Affairs Office, Washington D.C. 202-314-6100

TSA Public Affairs Washington D.C. 571-227-2829

TSA Regional Public Affairs Tina Burke, Public Relations Manager 503-889-3055

Airport Terminology

ARFF	Aircraft Rescue and Fire Fighting
ATC	Air Traffic Control (FAA)
ATCT	Air Traffic Control Tower (FAA)
Concourse	Post-security portion of the terminal building where aircraft arrive and depart/passenger gate areas
FAA	Federal Aviation Administration
FBO	Fixed Base Operator
NTSB	National Transportation Safety Board
Taxiway	Paved surfaces between the ramp and the runway

Tenant	Airlines or concessionaires; companies that do business on airport property
Terminal	Pre-screening portion of the building where ticket counters and baggage claim are located
TSA	Transportation Security Administration

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